To: 1710 - Pittsburgh ROU, 1110 - Boston ROU(PROVENL), 6210 - Chicago ROU, 2610 - Dallas ROU, 6710 - Detroit ROU, 1210 - New York ROU (ALVICHA), 1310 - Philadelphia ROU (METZG), 1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (YOUNGP)
From: Conroy, Marianna
Posted: 3/31/98 14:10
Opened: 4/1/98 8:35
Subject: Mobil Oil - Doral VAP 3rd & 4th Qtrs

TO: ROUs

Please distribute to Promotions Coordinators only. KAMs/AMs have already been copied

Thanks,
Marianna Conroy
AM 2944
78002

CC: Forrey, Linda, Brock, Kent G., Rumberger, J, Zecca, Anthony, Rodriguez, S J., Henderson, Russ, Schwalm, S, Robleto, Mario, Mallardi, J, Towns, Wendy, Rago, Joseph M., Letourne, Paul, Sullivan, Randall A., Torregrossa, Irene, Gesmundo, David J., Knudsen, Kraig D., Reuter, Diane E.
DDA:rfc-822=m_a_askwith@email.mobil.com; O=SMTP; P=RJRT; A=RJRX400; C=US

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	[illegible]	_____
1224	_____	[illegible]	_____
1225	_____	RCM	
1226	_____	FC	SC
1229	_____	MC	PA
1240	_____		
1244	_____	RSM	RBM

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R. J. Reynolds Tobacco Company

Marianna Conroy
Account Manager

Sent Via E-Mail

5104 Chowan Avenue
Alexandria, VA 22312
(703) 256-3684
FAX (703) 256-3966

March 31, 1998

TO: ROUs #1110, 1210, 1310, 1610, 1710, 2610, 2910, 6210, and 6710
(Please distribute to Promotions Coordinators)

RE: Mobil Oil Corporation -- Chain ID #0975-XX-XX
Doral VAP - 3rd and 4th Qtr 1998

Ladies and Gentlemen:

Due to repeated requests from Mobil Oil and in the spirit of partnership, AE Dave Gesmundo has authorized the cancellation of **all Doral VAP during 3rd and 4th Quarter 1998** for the following sub-levels/districts of Mobil Oil:

District 01 (New England)	**0975-01-01, 0975-02-01, 0975-01-11, 0975-02-11**
District 03 (Michigan)	**0975-01-03, 0975-02-03**
District 05 (Illinois)	**0975-01-05, 0975-02-05**
District 08 (Upstate NY)	**0975-01-08, 0975-02-08**
District 12 (Texas)	**0975-01-12**
District 15 (PA and NJ)	**0975-01-15, 0975-02-15**
District 16 (Virginia)	**0975-01-16, 0975-02-16**
District 17 (Metro NY)	**0975-01-17, 0975-02-17**

(Districts 01, 08 and 17 are serviced by McLane Northeast. Districts 15 and 16 are serviced by McLane MidAtlantic. Districts 03 and 05 are serviced by McLane Midwest. District 12 is serviced by McLane Southwest.)

This request by Mobil Oil was granted due to the backup of Doral Promotions in these areas.

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Promotions Coordinators should ensure Doral Stubs/Models/Templates are tweaked beginning July 1998, to ensure none of these locations are slated to receive Doral VAP for the rest of the year. However, all of these locations should receive the *June* Doral B2G1F/B1G1F (with the exception of VA), although McLane Branches will not be shipping this promotion to Mobil until the week of July 6, 1998. As information, Districts 02 and 18 (FL, AZ, CA) were not mentioned because these districts will continue to participate in Doral VAP throughout 1998.

This correspondence is being copied to all KAMs/AMs with Mobil Oil District Responsibility and with McLane Branch Responsibility to ensure follow-through at the local level.

Should anyone have any questions, please advise.

Sincerely,

Marianna

M.Q. Conroy
AM 2944
78002

cc: Dave Gesmundo
Mario Robleto
Linda Forrey
Anthony Zecca
Joe Rago
Jim Mallardi
Irene Torregrossa
Sharon Schwalm
Kent Brock
Mike Askwith
Suzanne Rodriguez
Wendy Towns
Jeff Rumberger
Diane Reuter
Russ Henderson
Randy Sullivan
Kraig Knudsen
Paul Letourneau

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